

SUZUKI

S / A / M / U / R / A / I

H A R D T O P & C O N V E R T I B L E



"found the perfect first 'car,' and it's not even a car!"



"It's great looking and I look great in it, and it could've been a boring box—I love it! Now, if I could only get my friends to let me drive it."

It's a lot more than a "car" could ever hope to be, it's the perfect alternative to any alternative, it's quick, compact, economical, reliable, phenomenally versatile, and obviously fashionable. It's not just socially acceptable, it's a social occasion. It draws crowds, pleases people and makes friends. And it's the closest thing to a free ticket out of Yawnsville you'll ever drive.

It's a Suzuki Samurai. A ton of fun comes factory standard, and with four different models, nine



And it's so economical and reliable, you won't have to pour a month's allowance into a week's worth of gas or maintenance.

"It's a crowd pleaser, a hulk magnet. My bikini should work so well. Oh, well."

different colors and over a hundred different accessories, you've got a million or more ways to dress a Samurai to suit your needs or save your lifestyle.

It's a smart investment, too, as a Samurai Truck costs about the same as a humdrum budget sedan that's guaranteed to bore you stiff in 12 minutes or 12 thousand feet.



It comes as no surprise that in the past two years Samurai's become the most popular, least expensive convertible sold in America. What is a surprise, though, is that used car lots are still in business, since you can buy a brand-new Samurai for the same price as some second-hand candidates for a demolition derby.



"I couldn't talk Dad out of next year's tuition, but he did make sure I could get home on weekends."

So if you're in the market for the perfect first "car"—and you don't mind making your friends with high payments or budget cars a bit envious—get yourself a new Samurai. Drop the top, crank up the stereo, pop it into gear and laugh all the way to the bank, beach, lake, school, campgrounds, city...or anywhere at all. Perfect.

"I dressed my Samurai to haul my favorite toys—and my favorite boys—in style."



"From a lifeguard's point of view, it's the best thing to hit the beach since the 2-piece. I'd trade my old truck in a minute."



"Being along for the ride is fun, but it's not good enough. Not even close! I need a Samurai of my own. I've just gotta have one. I've got to talk to my folks—quick!"



"Our family's new 'second car' is now our first choice."



"He'd never admit it was all my idea. He seldom admits it's my Samurai, but that's okay I let him take it to work occasionally. And I let him add all the accessories he wants—as long as he asks me, first."



"Best idea I ever had! It's easy to drive, easy to park, and easy on gas. It's fun like our old wagon never was. Too bad it's hers."

Is the battery still alive in the family sedan? Do you even remember what color it is? Because, when your "second car's" a new Samurai, most "first" cars tend to be forgotten, except when the mortgage-size payment is due. But a Samurai doesn't stay in the garage—or in second place—for long, and for good reason.

Samurai's light-years ahead of a second-hand status wagon, more versatile than a 2-seater pickup truck, half the cost of a compact van, and twice as much fun as all of them combined. And with its



"Now I can go where a car never could, and with my Suzuki's off-road accessories, I can get where Mother Nature never thought I would."

supplies. You can pop off the top and pop in everything from full-grown philodendrons to full-strength fertilizer. And when the work's all done, you can load the

engine with computerized ignition and carburetion. A rugged 5-speed overdrive transmission. A 2-speed transfer case and 2-wheel/4-wheel drive. Add to that the smoother riding, recalibrated suspension plus a wide selection of factory-designed accessories, and you have a Samurai that's as country-tough as it is city-slick.

So if you'd just love to have a reliable "second car," a versatile mini-truck, a practical wagon and an affordable 4x4—but you don't have a 5-car garage or a 5-figure budget—have we got a deal for you! Just hustle on down to your local Suzuki dealer for a test ride in a new Suzuki Samurai. And if you still feel the need to call it your "second car," we'll understand.



"It won't walk on water, but it will get us cross-country or take us to the country club in style."



"Air conditioning, reclining seats, plush carpeting, an AM/FM cassette...if this is roughing it, we're ready for anything."

surprisingly spacious interior, its accessory rear seat kit, and its responsive performance, it's also big on utility.

It hauls the kids to school or friends to work. It shops for groceries or packs home the garden

camping gear, grab the family, top the tank and take off for a well-earned romp in the woods.

For getting out of town or just across it, Samurai's the perfect choice. Consider the value of an advanced-engineering, SOHC

"It looks like a great product, good value, visibility, mobility, utility—I respect that. Seems like the folks that buy them respect my forest. I respect that."



"Between a Samurai and leftover liver-wurst, I'll take the Sam...wurst. But if I could drive, it'd be a tough decision!"



"We went looking at pickup trucks, and picked up something better."



"It's a real workhorse, it's cheap to keep, fun to drive, and Junior keeps it clean. For once, I got more than I paid for."

You might not expect a Samurai to replace a burly old half-ton. But then, this compact 4x4 truck delivers a lot more than you'd ever expect. It's more economical, more maneuverable, and a heck of a lot more fun in the bargain. It all adds up.

Samurai's got a heart of gold and a backbone of steel. Its efficient, 1.3-liter, all-aluminum powerplant is as reliable as it is economical. It puts the torque through a fully-synchromeshed,



"It's built rugged, and it's too good-looking to be ignored. Especially when I'm out rounding up...a date?"

5-speed overdrive to a 2-speed transfer case for stump-pulling power. And when the soil gets soggy, shifting from 2-wheel to 4-wheel drive lets the big steel-belted radials get a good grip on the ground.

Samurai's short wheelbase and 8.1-inch ground clearance let you snake through the tight stuff and take the gullies and ruts in stride. And with its smoother, better-tracking suspension, it won't rattle your fillings loose on hard-packed washboard roads. Samurai's engineered for the long haul. It's



tough as nails, built to work, and built to last. A fact that's supported by our records of Samurai's high customer satisfaction.

"Every Samurai comes standard with a built-in hitch mount. Every Saturday, ours comes standard with Dad's bass boat."

"Compared to the old days and the old truck, stops at the old gas station are really few and far between."

It's engineered for the real world, too, with a full 37 cubic feet of usable cargo space and a thousand pounds of towing muscle. Plus, it's loaded with features you don't find in a stripped-down pickup. And upkeep's easy, thanks to an interior that shrugs off dirt and washes clean with a garden hose.

Last, but far from least, it's obviously got plenty of style. Even



when you dress one up with your favorite accessories, a new Samurai is still half the price of some tricked-out mini-trucks. And twice the fun of a ponderous old pickup.

So if you're looking to replace Old Unfaithful, invest in the best

time money can buy: Buy a new Samurai workhorse and have enough left over to rebuild the barn.

"Nothing'll make running errands easier, but at least our Samurai makes 'em a lot more fun. Boy, I'm sure glad my Dad didn't blow the money on another used pickup."



"Sure a cute little thing. Doesn't seem to use much gas. Probably'll never need to be worked on. Dang, I hope everybody doesn't get the same idea. Maybe I'll get one for the station."



"Taxi, bus, or blow my budget? I'll take the Samurai."



"I hate buses, taxicabs and traffic jams, but I love the city too much to leave. Now I love my Samurai, too. My lifestyle's saved—and so's my bank account!"

If you can't decide between a fashionably high-priced town car or the heartbreak of public transportation, then don't. Choose a new Samurai. Discover what real driving pleasure is all about, and get all the style and status you can handle. You can break the boredom barrier at the turn of a key, and unlike an extravagant chic-mobile, it won't turn your financial situation into a modern tragedy.

In the big city, Samurai offers its own unique brand of practicality and versatility. No more waiting for buses or dueling for



"The compact size and high-visibility stance let me slip into spaces the big guys never see."

cabs. And no worrying about finding a parking space that's big enough and safe enough for a mega-dollar showpiece. Samurai's compact design, high visibility and turning capability let you squeeze into the tightest lanes, the shortest parking spots and the smallest garages. And when the daily traffic parade grinds to a halt, you can relax in the comfort of Samurai's well-appointed interior, turn up



Deluxe Convertible shown with optional equipment and accessory rear seat kit.



"It comes in all my favorite colors. One matches my lipstick, one matches my eyes. How could I resist?"

the air, turn on the tunes and grin your way through gridlock.

But be warned: If you plan on taking turns, better plan on driving more than your share. Who can blame your friends for wanting to spend more time in something that's this much fun. And who could blame you for wanting to accommodate them.



"The creature comforts and crowd-pleasing appeal can turn jammed traffic into a social occasion."

After all, a Samurai is more than a means to get there, it's the way to go. It's the occasion, not the destination. It's being seen in it, not just being in it. It's stopping traffic, not just being stopped in it. It's not a Euro-sedan at an above average price, it's more. For less.

Who says you can't have it all!



"So I stopped a little traffic to get a closer look. I wondered why somebody could be having a good time getting nowhere. I'm beginning to understand."



"Whether we're driving to work, out on the town or just out shopping, I can't help but notice how much we're noticed."





Smart with a capital "S"

To most people, the thought of owning a new Samurai makes a lot of sense. However, if you're among those rare individuals who'd rather invest in a more conservative, more expensive, less enjoyable land yacht or a boring little econo-car with absolutely no appeal, then we probably can't do a thing for you.

But if you're the type of driver who's not quite ready to yield to the Samurai's unique temptation. Who's not quite sure that words like comfortable, stylish, practical, affordable, fun and fantastic can all be used in the same sentence when referring to something with a stick shift. Who's in need of just the slightest nudge to be launched headfirst into the 4x4 Fun Zone. Or who's just looking for a little help to convince a needy friend. Then you've come to the right place at the right time. Because if you, or your friend, are not completely sold on all the Samurai's advantages, here are all the nuts and bolts reasons you should need.

Quality Engineering

The Samurai may be relatively new to the scene, but by no means is it new to us. Fact is, Suzuki's been building 4x4's for over 17 years. In that time, we've learned a lot about making them tough, making them capable, and making them deliver more than their fair shares of durability and value.

We believe simple is better than complicated. Smart and light is better than dull and heavy.

And there is no such thing as average—especially when it comes to people.

Judging by Samurai's overwhelming reception over its past three years in America, our beliefs and goals are right, on all counts. And judging by the competition, or rather the lack of it, the Samurai stands apart, and uniquely ahead.

Versatile Design

Depending on how you look at it, Samurai fits in any number of classes: Off-road 4x4. City commuter. Country hauler. Stylish statement. Family shuttle. Business runabout. Commercial workhorse. Recreational vehicle. And so on—they're all appropriate.

But the fact is, Suzuki's Samurai wasn't created to be anything other than a Samurai—and that puts it in a class all its own. It'll take on the tasks of quite a few vehicles, and shine with success. But not a single other vehicle can offer Samurai's unique combination of versatility, style, satisfaction, comfort and, of course, *fun*.

When you own a Samurai, you have what can't be bought anywhere else. At any price.

Dependable Performance

To present an honest picture of Samurai's solid reliability, we could start with high-level technical talk, cite convincing statistics on Samurai warranty service and customer satisfaction, and close

by describing the Suzuki Satisfaction System, an optional extended service contract that gives you a choice of coverage plans.

But we won't. Instead of asking you to take our word for it, we invite you to ask the person that owns one. If you can find one sitting parked for long enough, the typical Samurai owner will probably love the chance to talk—especially about his or her Samurai. Then you can make up your own mind.

Incomparable Value

Take a few moments, and make a mental note of all the new cars or trucks you'd consider buying that are as inexpensive as a new Samurai.

Next, think of all the new cars or trucks that offer you as much as a new Samurai, regardless of price. Consider drivetrain features like an advanced-engineering, all aluminum SOHC engine, 5-speed overdrive transmission, 2-speed transfer case, 2- and 4-wheel drive, power-assisted disc brakes and long-travel suspension.

Check the comfortable interior appointments, like reclining front bucket seats, a sport steering wheel, intermittent wipers, and full instrumentation. Add important touches like dual outside sport mirrors, styled wheels, steel-belted radial tires, rear mud flaps, and a locking gas cap. (The list is on the facing page.) Of course, it's your choice of Hardtop or Convertible, and

Deluxe or Standard trim levels.

Back to reality. Now draw the line at what you actually want to spend or the amount you can comfortably afford. Dollar for dollar and feature for feature, the choice quickly becomes obvious. Lucky for you.

Commercially Invaluable

Now, if you're a business minded investor just looking for the ultimate delivery truck, or fleet of trucks, or if you just want to make your pizza parlor, messenger service, florist shop, decorating service, or service station the most recognized name in town, Samurai could be the wisest, hardest working, most rewarding advertising dollar you can spend. You see, as a commercial vehicle, Samurai is a rolling billboard, and it can't help but be noticed. Plus it's easy to load, easy to park, and easy on gas and maintenance...not to mention payments that are easy on you. And, of course, this all makes it easy to explain to your accountant, or your business partner, or your spouse, whichever comes first.

So, rest assured that when you sign on *our* bottom line, *you'll* probably start improving your own.

Indescribable Fun

Words won't do. So you'll just have to take a test drive in a brand-new 1988 1/2 Samurai. And risk never having to spend another dull moment—behind the wheel.

Polar White / Brown Interior

Teal Green / Brown Interior

Champagne Gold / Brown Interior

Fantasy Black / Black Interior

Garnet Red / Black Interior

Crystal Silver Metallic / Black Interior

Slate Gray Metallic / Black Interior

Sapphire Blue Metallic / Black Interior

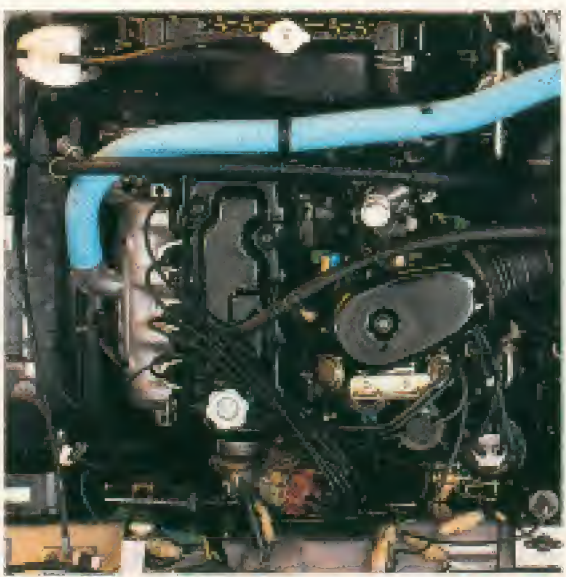
Frosty Blue Metallic / Black Interior



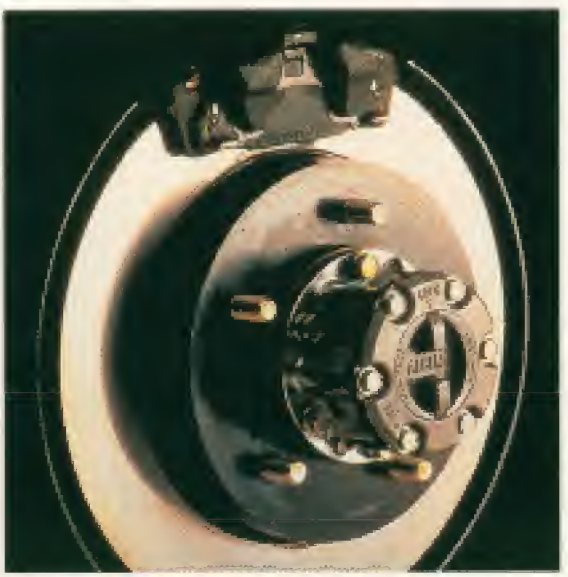
Standard Instrumentation



31 cu.ft. cargo capacity



Reliable SOHC engine



Power-assisted Front Disc Brakes



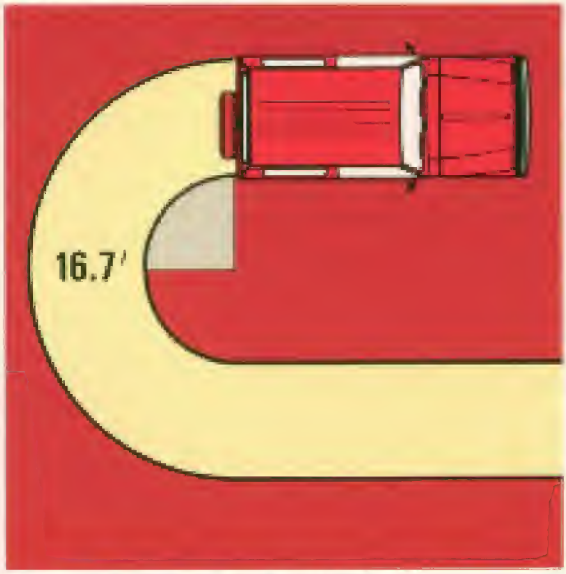
205/70R15 steel-belted radials



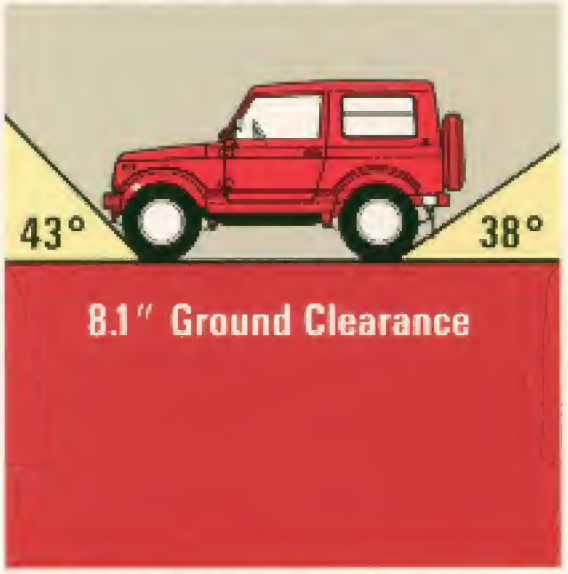
Standard and Deluxe Front Seats



Split folding rear seat*



Minimum turning radius (16.7 feet)



High approach / departure angles



Electric rear window defogger (Hardtop only)

FEATURES

	Standard		Deluxe	
	Conv.	Hardtop	Conv.	Hardtop
Seating and Trim				
Contoured front bucket seats				
Sports style front bucket seats				
See-through front head restraints				
Folding/removable rear seat	*	*	*	
Split fold-down rear seat				
Vinyl upholstery				
Pull cloth upholstery				
Carpeted floor covering	1	1		
Door trim panels w/ cloth inserts				
Upper door trim				
Comfort and Convenience				
Rear window defogger				
Visor vanity mirror, passenger side				
Coin holder				
Assist grips, front				
Assist grips, front and rear				
3-position interior light				
Locking glovebox				
Day/night rearview mirror				
Air conditioning				
Instrumentation and Controls				
Amber instrumentation illumination				
Tachometer				
Tripmeter				
Bi-level heat/vent system				
4-spoke steering wheel				
2-speed/intermittent windshield wipers				
4-wheel-drive indicator lamp				
Electronically-tuned AM/FM stereo w/ cass. player				
Exterior				
Deluxe canvas top				
Padded sport bar				
Halogen headlamps				
Dual outside sport mirrors				
10-hole styled steel wheels				
Wheel center caps				
Steel-belted radial tires				
Rear-mounted full size spare tire				
Sport stripes				
Color coordinated rear Suzuki decal				
Swing-open tailgate				
Locking fuel tank cap				
Mud flaps, rear				
Functional				
1.3-liter SOHC engine				
Electronic ignition				
5-speed manual overdrive transmission				
Part-time 4-wheel drive				
Power brakes				
Recirculating ball steering				
Soft-ride suspension				

* = Standard equipment
1 = Optional equipment
= Not available
* = Accessory kits available at your dealer.
1 = Standard vehicles include front area carpet only.

SPECIFICATIONS

Engine		Water cooled, inline 4-cylinder, single overhead cam	
Engine design		80.8 cu. in. / 1324cc	
Displacement		8.9:1	
Compression ratio		2-barrel carburetor	
Induction system		64 BHP @ 5500 rpm	
Horsepower		74 lb-ft @ 3500 rpm	
Torque			
Drivetrain		Dry, single disc	
Clutch type		5 speeds forward, all synchromesh; 1 reverse	
Transmission type		3.652	
Gear ratios		1st	
		2nd	
		3rd	
		4th	
		5th	
		Rev.	
Chassis, Suspension			
Body design		Welded, unitized construction	
Front suspension		Leaf springs w/ double action shock absorbers and stabilizer bar	
Rear suspension		Leaf springs w/ double action shock absorbers	
Wheel type, size		Styled steel, 15 x 5.5J	
Tires		P205/70R15 steel-belted radials	
Brakes		Power-assisted disc/drum	
Steering		Recirculating ball	
Capacities			
Engine oil		7.4 pt.	
Transmission gear box oil		2.7 pt.	
Differential gear box oil		front 4.2 pt.	
		rear 3.2 pt.	
Transfer gear box oil		1.7 pt.	
Coolant		10.6 pt.	
Fuel tank		10.6 gal.	
Dimensions			
		Convertible	
		Hardtop	
Wheelbase		79.9"	
Length		135.0"	
Width		60.2"	
Height		65.6"	
Track		front 51.2"	
		rear 51.6"	
Ground clearance		8.1"	
Turning circle		33.4'	
Cargo load area, (2 passenger)		length 32.5'	
		width 50.0"	
		height 40.2"	
Weight			
		Convertible	
		Hardtop	
Curb weight (2 passenger)		2061 lbs.	
Gross vehicle weight rating		2332 lbs.	
Gross axle weight rating		front 1257 lbs.	
		rear 1675 lbs.	
EPA Fuel Economy Estimates *			
Estimated highway mpg		29	
Estimated city mpg		28	

Materials, equipment, colors, models, specifications, and accessories subject to change without notice.
Please be advised the Samurai handles and maneuvers differently than a passenger car. Avoid sharp cornering, abrupt maneuvers, and always wear your seat belt. For specific information, read your Owner's Manual.
*Use these estimates for comparison. Actual mileage may vary depending upon trip length, speed, and weather. Actual highway mileage will probably be less.
NOTE: Please read your Suzuki Samurai Owner's Manual for on- and off-road driving safety tips.

*Deluxe instrumentation with digital clock, AM/FM cassette and optional air conditioning

*Deluxe Hardtop only



Suzuki of America Automotive Corporation
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Buckle up for Safety
TREAD LIGHTLY
ON PUBLIC LAND

N E V E R A D U L L M O M E N T

